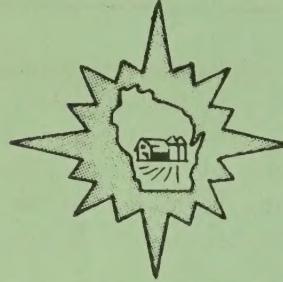


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# WISCONSIN *Farm Reporter*

- Dairy
- Crops
- Livestock

Vol. XIII, No. 11

September 2, 1981

## WISCONSIN FARM HIGHLIGHTS

- Monthly Agricultural Prices, pp. 3-4
- Cranberry Production, Utilization, p. 1
- Apple Production by Varieties, p. 2
- Butter and Cheese Stocks, pp. 2-3
- Farm Land Values and Rent, p. 3

**United States:** The 1981 U. S. crop is forecast at 2.62 million barrels, 3 percent less than last year's record crop but 6 percent more than 1979 production. Based on early August conditions, Oregon and Washington expect increased production compared to last year, New Jersey is unchanged, and Massachusetts with Wisconsin expects decreased production.

## CRANBERRY CROP LOWER

**Wisconsin:** Cranberry production in Wisconsin for 1981 is forecast at 966 thousand barrels, down 11 percent from 1980, but up 7 percent from 1979. Water has been adequate and many producers report an average crop. However, winter damage was received throughout the State, and the crop was further damaged in West Central Wisconsin by a series of hail storms.

### Cranberry Production

State	1979	1980	1981	Change from
				last year
Massachusetts . . . . .	1,080,000	1,185,000	1,180,000	n. c.
New Jersey . . . . .	253,000	245,000	245,000	n. c.
Oregon . . . . .	94,500	83,500	100,000	+ 20
Washington . . . . .	147,000	104,000	132,000	+ 27
Wisconsin . . . . .	901,000	1,080,000	966,000	- 11
United States . . . . .	2,475,500	2,697,500	2,623,000	- 3

### Cranberries: Area Harvested, Yield, Production and Utilization, By States, 1979 and 1980

Year and State	Area harvested	Yield per area	Production		Utilization		
			Total	Utilized	Fresh	Processed	Shrinkage 1/
Acres							
1979					Barrels		
Massachusetts . . . . .	11,200	96.4	1,080,000	1,080,000	130,000	880,000	70,000
New Jersey . . . . .	3,000	84.3	253,000	253,000	500	248,000	5,000
Oregon . . . . .	800	118.1	94,500	94,500	500	93,600	400
Washington . . . . .	1,100	133.6	147,000	147,000	18,500	125,400	3,100
Wisconsin . . . . .	7,100	126.9	901,000	901,000	153,000	720,000	28,000
United States . . . . .	23,200	106.7	2,475,500	2,475,500	302,000	2,067,000	106,500
1980					Barrels		
Massachusetts . . . . .	11,200	105.8	1,185,000	1,185,000	110,000	1,016,000	59,000
New Jersey . . . . .	2,900	84.5	245,000	245,000	100	240,100	4,900
Oregon . . . . .	790	105.7	83,500	83,500	100	81,700	1,700
Washington . . . . .	1,100	94.5	104,000	104,000	100	100,800	3,200
Wisconsin . . . . .	7,200	150.0	1,080,000	1,080,000	216,000	821,000	43,000
United States . . . . .	23,190	116.3	2,697,500	2,697,500	326,100	2,259,600	111,800

1/Cranberries paid for by processors and lost because of dehydration and berry breakdown after delivery.

222-9-81

### WISCONSIN AGRICULTURE REPORTING SERVICE

A Cooperative Function of

Wisconsin Department of Agriculture,  
Trade and Consumer Protection  
Division of Administration

U. S. Department of Agriculture  
Statistical Reporting Service

## APPLE PROSPECTS LOWER

**Wisconsin:** Wisconsin commercial apple growers expect to harvest 57.0 million pounds of apples this year, 8 million pounds less than last year's crop but 3 million more than in 1979. The drop in production is the result of spring frosts in the northern part of the state and hail and high winds which hit other apple growing areas. Leading commercial varieties in Wisconsin are McIntosh, Red Delicious, Cortland, Golden Delicious, and Jonathan.

State	All Commercial Apples 1/		
	Total production 2/		
	1979	1980	Indicated 1981
Million pounds			
California . . . . .	600.0	520.0	620.0
Michigan . . . . .	680.0	900.0	680.0
New York . . . . .	1,035.0	1,100.0	780.0
North Carolina . . . . .	362.0	410.0	350.0
Ohio . . . . .	105.0	170.0	100.0
Oregon . . . . .	170.0	195.0	195.0
Pennsylvania . . . . .	535.0	570.0	450.0
Virginia . . . . .	470.0	420.0	420.0
Washington . . . . .	2,619.0	3,020.0	3,050.0
West Virginia . . . . .	260.0	245.0	220.0
Wisconsin . . . . .	54.0	65.0	57.0
United States . . . . .	8,143.1	8,828.4	8,078.5

1/In orchards of 100 or more bearing-age trees. 2/Includes unharvested production and excess cullage (million pounds): United States 1979 - 24.9, 1980 - 18.0.

**United States:** Nationally, apple production is estimated at 8.1 billion pounds, which compares to 8.8 billion pounds harvested in 1980 and 8.1 billion pounds produced in 1979. Red Delicious apples, which account for 40 percent of the total U.S. crop, are expected to total 3.2 billion pounds this year and Golden Delicious are expected to total 1.5 billion pounds.

Commercial Apple Crop 1/  
Production of Major Varieties in Wisconsin and United States, 1979-81

Variety	Wisconsin			United States		
	1979	1980	Indicated 1981	1979	1980	Indicated 1981
Million pounds						
Cortland . . . . .	8.0	11.1	7.6	145.4	158.2	115.7
Delicious . . . . .	7.5	11.3	10.2	2,990.0	3,494.9	3,247.4
Golden Delicious . . . . .	1.7	1.5	2.1	1,456.7	1,506.9	1,481.5
Granny Smith 2/ . . . . .	—	—	—	—	—	30.0
Gravenstein . . . . .	—	—	—	74.0	43.0	86.0
Idared 2/ . . . . .	—	—	—	—	—	86.0
Jonathan . . . . .	2.2	2.1	2.1	426.5	436.0	386.4
McIntosh . . . . .	21.5	24.0	21.2	683.7	792.7	567.4
Northern Spy . . . . .	—	—	—	122.8	112.0	97.8
R. I. Greening . . . . .	—	—	—	139.0	149.0	88.0
Rome Beauty . . . . .	—	—	—	593.4	637.2	554.8
Stayman . . . . .	—	—	—	234.3	253.0	231.0
Winesap . . . . .	—	—	—	141.6	149.3	145.4
Yellow Newtown . . . . .	—	—	—	219.0	158.0	181.0
York Imperial . . . . .	—	—	—	354.2	349.6	314.2
Other varieties . . . . .	13.1	15.0	13.8	562.5	588.6	465.9
Total . . . . .	54.0	65.0	57.0	8,143.1	8,828.4	8,078.5

1/In orchards of 100 or more bearing-age trees. 2/Estimates begin with 1981 crop year.

## FARMERS' 900 NEWSLINE

Due to USDA budget constraints, the Farmers' Newsline is now a **50-CENT CALL**. It has been changed from the 800 toll-free number to the 900 number.

Call the Farmers' 900 Newsline for the latest U. S. and world crop, livestock, export, and economic news from USDA.

**900-976-0404**

## SEPTEMBER HIGHLIGHTS

1 Crops and weather	14 World crop prospects
2 Agricultural outlook	16 Tobacco situation
4-7 Fruit situation	17 Dairy situation
8 Retail food prices	22 Soybean stocks
9 Crops and weather	28 Potatoes
10 Farm trade prospects	29 Crops and weather
11-13 U.S. crop prospects	30 Farmers' prices

## BUTTER STOCKS UP

## Cold Storage Stocks of Butter and Cheese

Commodity	July 31,	July 31,	July 31,	Change from last year	
	1979	1980	1981		
1,000 pounds					
UNITED STATES					
Butter . . . . .	258,279	307,995	514,114	+ 67	
Cheese, American . . . . .	461,581	507,672	615,906	+ 21	
Cheese, Swiss . . . . .	15,149	13,950	11,763	- 16	
Cheese, all other . . . . .	85,661	98,404	87,343	- 11	
Cheese, total . . . . .	562,391	620,026	715,012	+ 15	
WISCONSIN					
Butter . . . . .	33,576	41,540	62,981	+ 52	
Cheese, American . . . . .	248,257	244,322	225,441	- 8	
GOVERNMENT STOCKS*					
Butter . . . . .	201,930	262,637	473,301	+ 80	
Cheese, American . . . . .	3,412	64,251	186,540	XXX	

\*Included in above totals.

## - PUBLISHED SEMI-MONTHLY -

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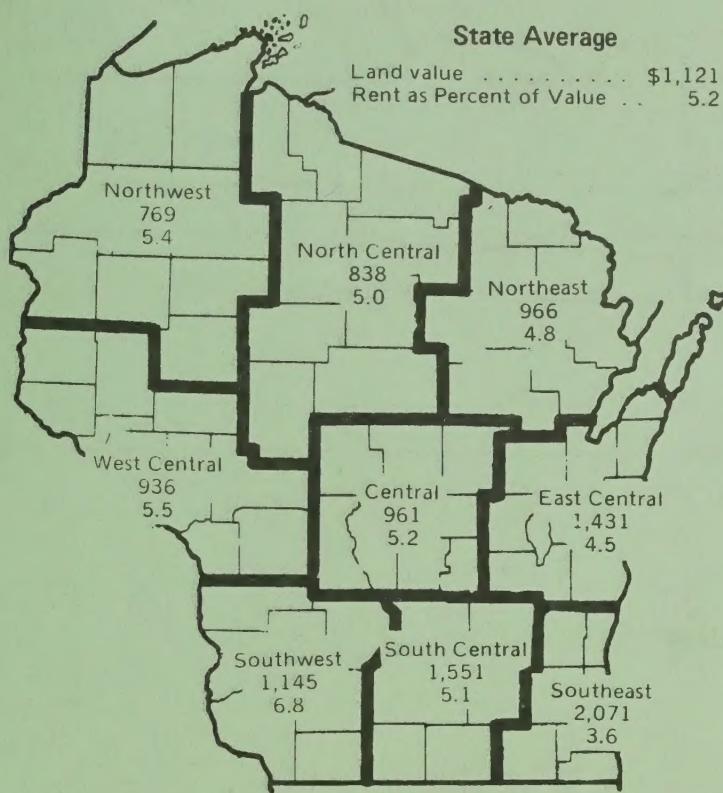
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*This publication is free upon request to the Wisconsin Agriculture Reporting Service, Box 9160, Madison, Wisconsin 53715.*

**Reported Farm Land Value and Rent as Percent of Value,  
By Districts, Wisconsin, 1980**



**AGRICULTURAL LAND VALUES  
AND RENTAL RATES**

Cash rents have continued to increase in recent years but land values have climbed at a more rapid rate. This has caused rent-to-value percents to drop in spite of ever-increasing land values and rental rates.

Land rent and value figures used to calculate the rent-to-value percents are of dollar values for the same land. Cash rental rates used in determining percents excluded all lands where rental rate was affected by use or offer for town or suburban lots, resort, "country home" timber, mining, factory, or other purpose primarily nonagricultural.

All farm land values in 1980 showed a greater gain from 1976 than cropland but a smaller gain than pasture land. They averaged 89 percent higher than in 1976, while cropland and pasture land values were up 82 and 105 percent, respectively, during the same period. The highest farm, crop, and pasture land values can be found in the South Central and Southeast district, while the lowest can be found in the Northwest and North Central. Although higher dollar values for land continued to prevail in the southern part of the State in 1980, the overall increase in rate of gain for the 1976-1980 period was generally greater in the northern districts.

Many factors have contributed to increasing land values. A major factor has been increased income expectations. In recent years a higher gross income has been realized from the influences of increased agriculture product exports (foreign demand), devaluation of the U.S. dollar, and the entrance of the USSR into the import market. Other factors increasing land values have been the pressures for farm enlargement

(cost-price squeeze and economies of scale), legislative changes (tax reform, target prices), population pressures (especially near metropolitan areas), and inflation (especially outside investment as a hedge against inflation). Ultimately net farm income remains an extremely important determinant of land prices and their changes.

Rent-to-value percents for all farm, crop, and pasture lands generally declined during 1976-1980. Percents in these years were higher in the northern part of the State than in the south. This contrast in percents resulted from sharply higher land values in the southern districts, especially in the more urbanized Southeast.

**U.S. PRICES RECEIVED INDEX DOWN**

The August Index of Prices Received by Farmers decreased 6 points from July to 252 percent of its January-December 1977 average. Contributing to the lower index were lower prices received for cattle, sheep and lambs, corn, oats, soybeans and hay. Higher prices received for slaughter cows, calves, hogs, eggs, and milk were partially offsetting. The Index was 5 points below a year ago.

The Index of Prices Paid by Farmers for Commodities and Services, Interest, Taxes and Wage Rates for August was up 2 points from July at 306 percent of its 1967 base.

**WISCONSIN PRICES RECEIVED INDEX DOWN**

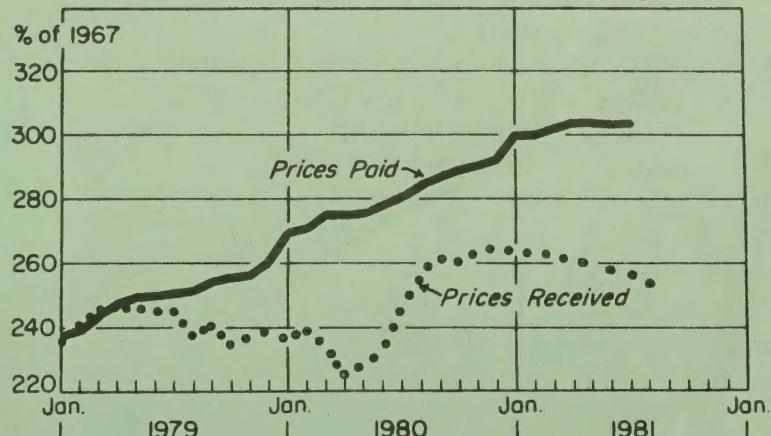
The August Index of Prices Received by Wisconsin farmers decreased 6 points from July to 287 percent of the 1967 base period. Contributing to the decrease were lower prices received for milk cows, cattle, hogs, eggs, corn, and soybeans. Partially offsetting were higher prices received for slaughter cows, calves, milk, oats, barley, and hay.

The August Prices Paid Index increased 7 points to 318 percent of the 1967 base.

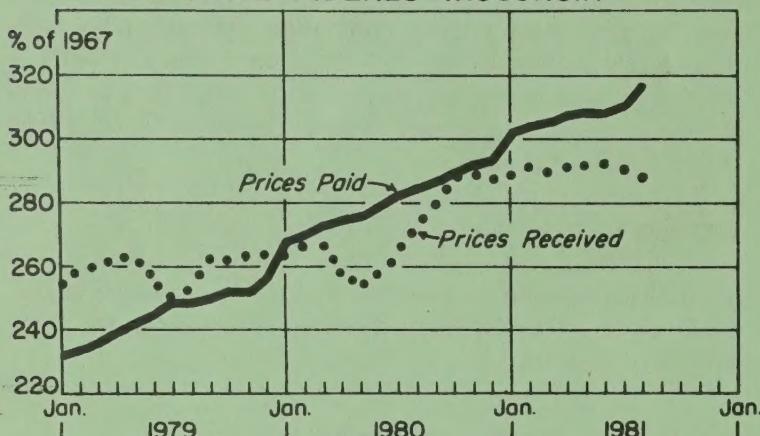
**MILK-FEED RATIO**

Wisconsin's milk-feed ratio (pounds of concentrate ration equal in value to 1 pound of whole milk) averaged 1.27 for August 1981. This ratio is .03 below last month's milk-feed ratio and .11 below the August 1980 ratio. Wisconsin's 5-year average for August is 1.40.

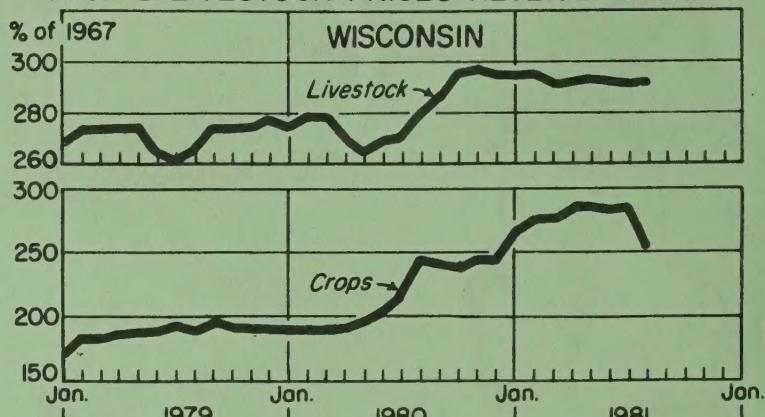
**PRICE INDEXES - UNITED STATES**



## PRICE INDEXES-WISCONSIN



## CROP &amp; LIVESTOCK PRICES RECEIVED INDEXES



Commodity	Unit	Wisconsin			United States		
		Month of Aug. 1980	July 15, 1981	August 15, 1981	Month of Aug. 1980	Month of July 1981	August 15, 1981
<b>PRICES RECEIVED:</b>							
Milk cows	Head	1,150.00	1,200.00	1,170.00	1,180.00	1,200.00	1,200.00
Steers and heifers	Cwt.	65.40	59.20 2/	58.40	69.10	63.70	62.40
Slaughter cows	Cwt.	47.10	43.60 2/	44.80	44.90	42.50	42.80
Calves	Cwt.	108.00	111.00 2/	116.00	75.60	62.00	63.80
Hogs	Cwt.	47.00	48.50 2/	48.00	46.20	49.30	49.40
Sheep	Cwt.	14.50	19.00	19.00	19.40	23.00	20.90
Lambs	Cwt.	65.50	58.00	58.00	65.80	59.50	55.90
Turkeys	Lb.	.410	.400	.400	.418	.427	.407
Eggs	Doz.	.443	.480	.440	.577	.584	.593
Milk, alf	Cwt.	12.39	13.03	13.05	12.80	13.40	13.50
Wheat	Bu.	3.74	3.50	3.49	3.94	3.62	3.63
Corn	Bu.	2.89	3.10 2/	2.87	2.92	3.14	2.82
Oats	Bu.	1.35	1.64 2/	1.68	1.53	1.82	1.78
Barley	Bu.	2.15	2.30	2.45	2.59	2.41	2.45
Soybeans	Bu.	6.85	6.93	6.58	7.18	7.16	6.69
Alfalfa hay, baled	Ton	42.00	59.00	62.00	74.50	69.00	67.10
Other hay, baled	Ton	31.00	45.50	46.00	55.40	57.40	56.70
Index 3/ (1967=100)	Pct.	274	293	287	257	258	252
(1977=100)	Pct.	150	160	157	141	141	138
<b>PRICES PAID:</b>							
Soybean meal, 44% protein	Cwt.	13.00	13.70	13.70	13.70	15.00	14.90
Cornmeal	Cwt.	5.80	6.60	6.70	7.43	8.46	8.34
Dairy feed, 16% protein	Ton	180.00	200.00	194.00	180.00	192.00	189.00
Index 4/ (1967=100)	Pct.	285	311	318	284	304	306
(1977=100)	Pct.	136	149	149	140	150	151

1/Steers and heifers, cows, and slaughter bulls. 2/Average for the month. 3/Index numbers prices received by farmers, unadjusted, all farm products. 4/Index numbers prices paid by farmers for commodities and services, interest, taxes, and wage rates. 5/A change to 1977=100 base period was made beginning with June 1981. The 1967=100 base will continue to be published through June 1982.

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